

Lion's Sustainability

Basic Approach

Companies are members of society, and their business activities have an impact on both society and the environment. As such, companies have a corporate social responsibility (CSR) to contribute to the creation of a sustainable society from the perspectives of the environment, society and the economy.

Upholding its founding spirit of "benefiting society through its business activities," Lion, in addition to pursuing economic development, has long considered its impact on the environment and society and worked to address related issues through its business activities.

Today, "Becoming an advanced daily healthcare company" is Lion's management vision. To achieve this vision, Lion is implementing its LIVE Plan Medium-term Management Plan (2018-2020), and advancing management aimed at sustainable social development and business growth. Lion is working to address material issues in its management to reduce risks while seeking to realize healthy minds and bodies for all through the promotion of oral healthcare, cleanliness and hygiene habits.

Sustainability Management (Japanese)

<https://www.lion.co.jp/ja/csr/management/>

Contributing to the Achievement of the SDGs

The Sustainable Development Goals (SDGs) are a set of common goals for 2030 established by the United Nations (UN) aimed at the realization of a sustainable world.

As an advanced daily healthcare company, the Lion Group's contribution will mainly be to the realization of SDG 3, "Ensure healthy lives and promote well-being for all at all ages," through its products and services. At the same time, by pursuing initiatives aimed at accomplishing the LIVE Plan, Lion will contribute to the creation of a sustainable world, the ultimate goal of the SDGs.

- Promoting oral healthcare
- Establishing cleanliness and hygiene habits



Lion's SDG-Related Initiatives

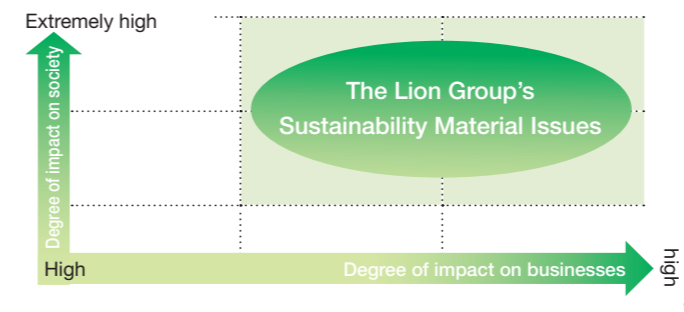
<https://www.lion.co.jp/en/csr/sdgs/>

Identifying Material Issues

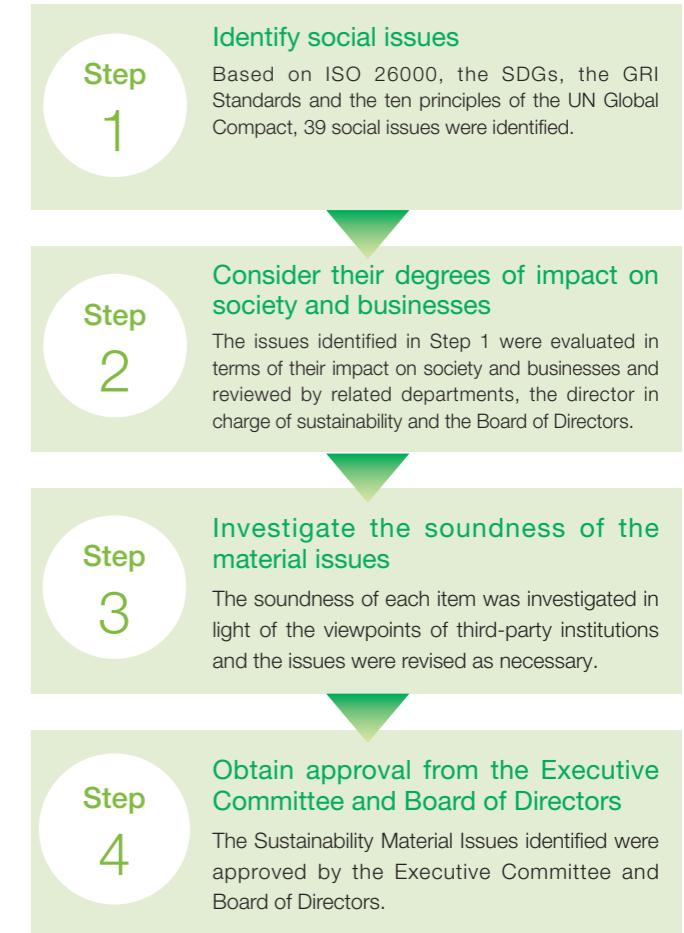
Through the steps shown at right, Lion established a set of Sustainability Material Issues to address in the years leading up to 2020 based on its vision for society in 2030, including its management vision and the SDGs. Lion's Sustainability Material Issues are for both Lion and society and, with the goal of helping to realize a healthy future for people and the planet, the choice of these issues was informed by the broad perspectives of business, environmental and social sustainability. In identifying these issues, we comprehensively considered the entire value chain and Lion's stakeholders to understand the risks and opportunities they represent.

In 2020, we set new the Sustainability Material Issues and objectives for 2030 as a vision for the Lion Group in 2030. In particular, we have positioned "Promoting Environmental Initiatives for a Sustainable Planet" and "Creating Healthy Living Habits" as issues of top priority, and they represent areas in which we must invest management resources to secure a competitive advantage.

Our approach to identifying Sustainability Material Issues



Steps for identifying Sustainability Material Issues



Risks and Opportunities Related to the Sustainability Material Issues in the Value Chain

Lion has comprehensively considered the entire value chain and its stakeholders to classify the Sustainability Material Issues as either risks or opportunities.

Value Chain Stage	Raw Material Procurement	Lion's Activities	Use by Consumers	Disposal by Consumers
Key stakeholders	Business partners	Employees	Customers	
Sustainability Material Issues	<ul style="list-style-type: none"> • Promoting Diversity • Promoting Work-Life Balance • Developing Human Resources • Reinforcement of Health and Productivity Management 		<ul style="list-style-type: none"> • Pursuing Customer Trust and Satisfaction • Creating Healthy Living Habits 	
	<ul style="list-style-type: none"> • Building Responsible Supply Chain Management • Enhancing the Occupational Safety Management System • Embedding Compliance • Enhancing Group Governance 		<ul style="list-style-type: none"> • Promoting Environmental Initiatives for a Sustainable Planet • Respecting Human Rights • Promoting Risk Management 	